

## Fresh Seed

New Season's seed of

**DELPHINIUM**

and other perennial plants are now arriving and orders for these should be placed immediately.

Seeds sown at once will germinate quicker, more evenly and better and the plants will have a longer season's growth in which to form strong crowns for flowering next spring.

This is the best time of the year to sow seeds of perennial plants, and it is absolutely impossible to obtain anything like as good results from Autumn sown seeds.

You need not be in the least afraid of winter frosts. Hardy perennials which stand English frosts will easily survive anything we get in South Africa.

A large number of people wait until Autumn to sow, but they are wrong, beyond all question.

The following are amongst the most popular hardy perennials:—

**DELPHINIUM**

**Madeleine's "Gold Medal" Delphinium Hybrid** seed is grown by the world's greatest Delphinium Specialist and is the choicest and most expensive seed sent out by him, being saved exclusively from hand-fertilized and isolated plants of the newest and choicest varieties in his collection, many of which plants are sold at from 10/- to 20/- each. We shall be exhibiting blooms this month at our Floral Depot, Pritchard St., Johannesburg, of our "Gold Medal" Delphinium, so that the public can see for themselves the almost unbelievable superiority of these as compared with the ordinary run of Delphinium. Seed 2/6 per packet, post free; small packet, 1/-.

**Madeleine's "Matchless" Delphinium Hybrids**, a good, but cheaper strain than the "Gold Medal." Seed 1/- per packet, post free; small packet, 6d.

**"Rev. E. Jascelles,"** a grand Delphinium which comes fairly true from seed. Large double deep blue with white centre. Seed 2/6 per packet, post free; small packet, 1/-.

**Madeleine's "Matchless" Belladonna**, a very beautiful pale blue single Delphinium which keeps well when cut. Seed 1/- per packet, post free.

**Madeleine's "Matchless" Formosum**, a dark blue counterpart of Belladonna. Seed 6d. per packet, post free.

**Madeleine's "Matchless" Blue Butterfly**, the best dark blue bedding variety; grows about 18 inches high. Seed 6d. per packet, post free.

**Madeleine's "Matchless" Azure Blue**, a light blue form of Blue Butterfly. Seed 6d. per packet, post free.

**OTHER EXCELLENT PERENNIALS.**

**Madeleine's "Matchless" Perennial Phlox; Anemone; Ranunculus; Amaryllis; Aquilegia (Columbines); Plume Poppy; Oriental Poppy; Campanula; Single Japanese Chrysanthemum; Ech'nops; Erigeron; Freesia; Gaillardia; Broom; Barberton Daisy Hybrids; Geum; Gypsophila Paniculata; Helenium; Hibiscus; Hollyhock; Hunnemannia; Incarvillea; Iris Kaempferi; Perennial Lupins; Lychnis Chalcedonica; English Primrose; Pyrethrum Roseum; Red-hot-Pokers; Rehmannia; Rudbeckia; Scabious Caucasica; Perennial Statice; Valerian; Wahlenbergia and Wallflower.**

**AUTUMN FLOWERS**

The seeds of all annuals can be sown now, before the weather becomes too hot, for late summer and autumn flowers.

**Try Zinnias; Marigolds; Verbena; Sunflowers, especially Madeleine's Gaillardia-flowered Sunflowers; Statice; Salvia; Salpiglossis; Portulaca; Phlox Drummondii; Petunia; Nemesia; Nasturtium; Larkspur; Gillia Tricolor; Dimorphotheca; Dianthus; Cosmos; Centaurea; Celosia; Canna; Blue Lace Flowers; Asters; Antirrhinum; Alyssum and Ageratum.**

**VEGETABLES**

Make a further sowing this month to secure a succession of young, tender vegetables, of

**Tomatoes; French Beans; Beet; Carrots; Celery; Cucumber; Egg Plant; Leeks; Lettuce; Water Melons; Sweet Melons; Onions; Parsnip; Peppers; Pumpkin; Rhubarb; New Zealand Spinach; Squash and Vegetable Marrow.**

Also St. Joseph Perpetual Strawberries.



Spike of Madeleine's "Gold Medal" Delphinium measuring 3 ft. 5 in. from bottom petal to top and 6 in. across flowers. Over 60 flowers open and 50 unopened at top; individual flowers 2½ in. across; semi-double; outer row petals pale blue, inner row pale mauve.

# Madeleine's Floral Farms

Sub-Tropical Seed Specialists

Madeleine's Building, 57 Pritchard Street, JOHANNESBURG

Mail Order Dept., P.O. Box 1141, Johannesburg.

South Africa



